the last three financial years, yearwise is as under:

	(*Rs. in crores*)
1990-91 . . .	253.85
1989-90 . . .	210.13
1988-89 . . .	161.26

(b) The following are the first ten advertising agencies from hich Doordarshan earned maximum revenue during the financial year 1990-91:—

Name of the Agency	*Amount of gross revenue earned*
	(*Rs. in crores*)
1. Lintas India Ltd. .	38.27
2. Hindustan Thomsan Associates . .	27.06
3. Ogilvy and Mather .	18.40
4. Mudra Communications	12.93
5. Everest Advertising .	11.54
6. Rediffusion Advt. .	10.30
7. Trikaya Grey . .	7.48
8. Contract Advtg. .	6.81
9. Ulka Advtg. . .	5.97
10. Purnima Advtg. .	5.92

[*Translation*]

Cement Factory in Madhya Pradesh

3743. DR. LAXMINARAYAN PANDEYA: Will the PRIME MINISTER be pleased to state:

(a) whether the Government have received any proposal for setting up a cement factory with a capacity of 1.1 million tonnes in Satna district of Madhya Pradesh;

(b) if so, since when this proposal has been under the consideration of the Government;

(c) whether the Government of Madhya Pradesh has also sent a proposal to de-reserve the B Z reserved area of SAIL for setting up a cement factory in this area; and

(d) if so, the action taken so far in the matter?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY (PROF. P. J. KURIEN): (a) and (b) Six proposals for setting up new units/ expansion of existing units for the manufacture of cement in Satna district of Madhya Pradesh were received in the year 1991. A representation against the rejection of an earlier proposal for setting up a plant for 1.1 million tonnes per annum capacity was received in September, 1990. Of the former six proposals, Letter of Intent was issued in respect of one proposal and one other proposal was rejected.

Under the new Industrial Policy, announced recently, no Industrial Licence is now required for the manufacture of cement.

(c) and (d) According to available information, a proposal was received from the Government of Madhya Pradesh in October, 1990, for dereservation of certain reserved aeas bearing limestone, dolomite, manganese, etc. for the purpose of setting up new industries based on these minerals. This proposal is under consideration.

Cost Capital grant to Madhya Pradesh

3744. DR. LAXMINARAYAN PANDEYA: Will the PRIME MINISTER be pleased to state:

(a) whether cost capital grant is provided to the Industrial Development Corporations in the States; and

(b) if so, the amount thereof provided to Madhya Pradesh up to December 31, 1989?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY (PROF. P. J. KURIEN): (a) Under the Central Investment Subsidy Scheme, 1971 which was in operation till 30-9-1988 reimbursement of the subsidy disbursed was made to the State Governments, financial institutions and the State Industrial Development Corporations.

(b) Since inception, till the financial year ending 1989-90, an amount of Rs. 72.49 crores was reimbursed to Madhya Pradesh under the scheme.